



UPDATE

Montana Department of Commerce

Montana Scenic Byways Program

The Montana Tourism Advisory Council (TAC) has been appointed by the Montana Transportation Commission to serve as the rule making body for the Montana Scenic Byways Program. This program allows Montana roadways to be designated as official scenic byways, a designation which adds a marketing tool for byways-associated communities. The Beartooth Highway is currently Montana's only official state scenic highway and is recognized as a national All American Road by the National Scenic Byways Program.



Montana's Scenic Byways Program was approved by the 1999 Montana Legislature but its implementation has been delayed due to fiscal and technical concerns of the Montana Department of Transportation (MDT). To address these concerns, the TAC offered to serve as the program's rule-making body at no cost to MDT. TAC member Homer Staves led this effort with support from Montana Promotion Division Administrator Betsy Baumgart.

At their May 7 meeting in Kalispell, the state's Transportation Commission authorized TAC to create an 11 member Scenic Byways Advisory Council (SBAC) to work with MDT staff to create rules for the statewide

program. The commission directed the group to limit the scenic byways designation to public lands such as highways traveling through U.S. Forest Service, BLM, National Park Service, tribal and other public properties.

An initial presentation on the purpose and schedule for the SBAC was presented to TAC at their June meeting by Homer Staves and Betsy Baumgart. Using the scenic byways program as a mechanism for creating new Montana attractions is an action identified in the 2003-2007 Montana Strategic Plan for Tourism and Recreation.

Norwegian Film Screening in Livingston

The only U.S. screening of the popular new Norwegian film "Wolf Summer" will be held in Livingston on June 14th at 4 pm. The Montana Department of Commerce, Film Office worked closely with the Norwegian production company Northern Lights, assisting them with obtaining visas for the U.S. and ensuring they had a pleasant experience shooting their film in Montana.

In this particular film, Montana doubles as Norway. One reason Northern Lights decided to come to Montana was that Montana has trained animal actors to play in the film and Norway does not. The film has been released in Scandinavia and is a huge hit. Producer Kaare Stroemyr said,

"The folks who have seen the film in Norway have no idea it was shot in Montana. It looks just like home!"

Northern Lights hired over 20 Montanans to work on the production, utilizing many local production service companies, including Animals of Montana located in Bozeman. The production injected approximately \$500,000 into the local economies of Bozeman and Livingston.

The Montana Department of Commerce, Film Office is sponsoring the screening that is being hosted by the Livingston-based Montana Film Center and the Livingston/Big Timber chapter of the Sons of Norway. The film will screen at the Empire Theater in Livingston and a Norwegian-style reception will follow in the lobby of the historic Murray Hotel. Reservations can be made by calling Elizabeth Reams at 570-5167 or Carol O'Dell at 222-2825 in the Bozeman/Livingston area; Nora Hanson in Big Timber at 932-5594; or Lynette Dodson at 245-4582 in Billings.

Applications for 2003 Community Tourism Assessment Program

Montana communities interested in assessing their tourism potential and identifying feasible projects that can strengthen the role of tourism in their area are invited to apply for the 2003/2004 session of the Community Tourism Assessment Program (CTAP).

Three communities will be selected for the upcoming session. Two CTAP participation slots will be reserved for rural communities, those less than 15,000 population, and one slot is reserved for an urban community. The final mix of urban and rural communities participating in the program will depend on the number of applications.

Did You Know?

- *Niche News*, summaries of findings that have been extracted from the 2001 *Nonresident Visitor Survey*, are available on the Institute for Tourism & Recreation Research (ITRR) website at www.forestry.umt.edu/research/mfces/programs/itrr/newsbriefs.htm
- Glacier and Yellowstone National Parks were cited by Darrell Gulin, nature photographer, as two of his top 10 favorite nature spots to photograph in an article in *USA Today*.
- Dan KlingleSmith shared the beauty of the Beartooth Highway with readers of the May/June edition of *Endless Vacation*.
- Whitefish earned honors as the perfect weekend getaway spot in the June issue of *Mountain Living*.

Montana Department of Commerce, Promotion Division, Betsy Baumgart, Administrator
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industry intranet: travelmontana.state.mt.us

CTAP applications are available by calling Montana Department of Commerce, Travel Montana, 406-841-2795, or by downloading the forms and guidelines from the Intranet site: www.travelmontana.state.mt.us/newsandupdates/appsformshome.htm. Completed applications are due at the Montana Department of Commerce, Travel Montana office by 5 p.m. August 1, 2003.

Wildlife-Associated Recreation in Montana

According to the *National Survey of Fishing, Hunting and Wildlife-Associated Recreation*, Montana residents and non-residents spent \$943 million on wildlife recreation in Montana in 2001. The report, issued by the U.S. Fish & Wildlife Service, has been conducted approximately every five years since 1955. It provides information on the number of participants in fishing, hunting and wildlife watching and the amount of time and money spent on these activities.

The survey is one of the nation's most important wildlife recreation databases. It is the only source of comprehensive information on participation and expenditures that is comparable on a state-by-state basis.

Hard copies of all reports and CD-ROMs can be obtained by contacting: U.S. Fish and Wildlife Service, NCTC Publication Unit, Route 1, Box 166, Shepherd Grade Rd. Shepherdstown, WV 25443, Attn: John Fisher, Email: John_Fisher@fws.gov



Looking for Lewis & Clark

Montana Department of Commerce, Travel Montana's 8 state-supported visitor information centers (VICs) need brochures related to the Lewis & Clark Bicentennial Commemoration. If you have information for distribution, please contact one or all of the following VICs:

Culbertson VIC: 406-787-6320

Dillon VIC: 406-683-5511

Hardin VIC: 406-665-1671

Powder River VIC: 406-436-2992

Shelby VIC: 406-434-9151

St Regis VIC: 406-649-2290

West Yellowstone VIC: 406-646-7701

Wibaux VIC: 406-796-2253

Deadline for Travel Planner

Work on the 2004-05 Travel Planner has begun. New survey packets will be sent out in early June. Please complete and return the survey so we can update our database and web site and list your current information in our upcoming Travel Planner. For questions concerning this survey, please contact our data entry office at 1-800-222-9975.

In your packet you'll also find information on how to place a larger, paid ad in the Travel Planner. If you have questions about paid advertising, call Bev Veneziano at 406-841-2898.

The deadline for returning your survey and reserving paid ad space is August 6, 2003.

Welcome A New Member

The Montana Department of Commerce, Promotion Division welcomes Kim Hendrix to our team. Kim is the new Data Systems Coordinator for the Montana Department of Commerce, Film Office and will be responsible for maintenance of the montanafilm.com website. She'll also be assisting Montana Department of Commerce, Film Office staff with production industry location requests, and will be the friendly voice you'll hear on the phone. Hailing from Great Falls and graduating from C.M. Russell High School, Kim received a B.A. in Mass Communications from Mesa State College in Colorado.

Alternative accessible formats of this document will be provided to disabled persons on request.

Calendar of Events

June

- 11-12 Affordable Meetings West, San Jose, CA (*Convention/Group Travel*)
- 23-27 TIA's See America Media Marketplace and UK sales calls, London (*International*)
- 27 Lolo Pass Visitor Center Grand Opening

July

- 1 2003-04 State Highway Map will be available. Call 406-841-2870

For all of the latest Montana tourism industry information log on to:
travelmontana.state.mt.us



Travel Montana • Montana Film Office
Montana Department of Commerce

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